

JJRI 6010.2627.prod

2627-c4o1r2
080106

CELL: 4
ORDER: 1
ROTATION: 2

PRODUCT SURVEY – MAIN QUESTIONNAIRE

SEAT RESPONDENT AND SAY:

Please have a seat and make yourself comfortable.

IN SCREENER, IF RESPONDENT SAID "WEARS EYEGLASSES," SAY:

If you usually wear eyeglasses, please put them on.

**IF RESPONDENT DOES NOT HAVE EYEGLASSES, THANK AND TERMINATE
THAT RESPONDENT**

TERM: (NO GLASSES) 1 2 3 4 5 6 7 8 9

UNCOVER SHIRT #58 AND SAY:

Please tell me the number that appears on the dot on this shirt.

1 58

2 OTHER-----→ **STOP! WRONG QUESTIONNAIRE. GET
QUESTIONNAIRE #58 AND CONTINUE.**

I'd like you to suppose you happened to be near someone wearing this t-shirt.
Please look at it for as long as you normally would. Just tell me when you are
done.

WHEN RESPONDENT INDICATES HE/SHE IS DONE, SAY:

For each of my questions, if you don't know or don't have an answer, that's O.K.
Just tell me you "don't know" or "don't have an answer" and we'll go on to the
next question. Okay?

- 1a. If you have any thoughts about this, which company or store do you think
puts out this shirt? RECORD VERBATIM. PROBE ONCE WITH: Any
other companies or stores? RECORD ANSWERS TO Q.1a BELOW Q.1b
IN SPACES PROVIDED, ONE NAME PER LINE.

X – DON'T KNOW - NO THOUGHTS ABOUT IT → SKIP TO Q.2a.

ASK Q.1b FOR EACH NAME GIVEN IN Q.1a.

- 1b. What is it about the shirt that makes you think it is put out by _____?
RECORD VERBATIM. PROBE TWICE WITH: Anything else?

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Q.1a: COMPANY OR STORE NAME #1: _____

Q.1b: _____

Q.1a: COMPANY OR STORE NAME #2: _____

Q.1b: _____

Q.1a: COMPANY OR STORE NAME #3: _____

Q.1b: _____

Q.1a: COMPANY OR STORE NAME #4: _____

Q.1b: _____

IF "SEARS," "WAL-MART," "YOUNGBLOOD'S" OR "K-MART" MENTIONED
IN Q.1a, SKIP TO INSTRUCTION BEFORE Q.5a.

2a. If you have any thoughts about it, ...

2 do you think the company or store that puts out this shirt does not
have a business connection or relationship with another company,
-----→ SKIP TO Q.3a

1 or do you think the company or store that puts out this shirt does
have a business connection or relationship with another company?

3 NO THOUGHTS ON THIS--→ SKIP TO Q.3a

4 DON'T KNOW-----→ SKIP TO Q.3a

2b. With whom do you think it has a business connection or
relationship? RECORD VERBATIM. RECORD ANSWERS TO
Q.2b BELOW Q.2c IN SPACES PROVIDED, ONE NAME PER
LINE.

ASK Q.2c FOR EACH NAME GIVEN IN Q.2b.

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- 2c. What, in particular, makes you think that the company or store that puts out this shirt does have a business connection or relationship with ____? PROBE TWICE WITH: Anything else? RECORD VERBATIM.

IF RESPONDENT MENTIONS "LOOK(S)," "APPEARANCE," "DESIGN," "NAME," "WORDS" OR THE EQUIVALENT, PROBE WITH: What, in particular, is it about ____ (USE RESPONDENT'S OWN WORDS) that makes you think the company or store that puts out this shirt does have a business connection or relationship with ____ (USE RESPONDENT'S ANSWER FROM Q.2b)? PROBE ONCE WITH: Can you describe that in more detail? PROBE ONCE AGAIN WITH: Anything else?

Q2b: NAME #1: _____

Q.2c: _____

Q2b: NAME #2: _____

Q.2c: _____

Q2b: NAME #3: _____

Q.2c: _____

IF "SEARS," "WAL-MART," "YOUNGBLOOD'S" OR "K-MART" MENTIONED IN Q.2b, SKIP TO INSTRUCTIONS BEFORE Q.5a.

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3a. For my next question, we'll need to use this card.

HAND RESPONDENT "CARD S" AND SAY:

After I ask my question, please tell me which of these answers best describes what you think. My question is as follows.

Do you think that, in order to put out this shirt, the company that puts it out ...

1. needed to get permission from another company -- and got it,
2. needed to get permission from another company -- but did not get it,
3. needed to get permission from another company -- but you have no idea if they got it,
4. did not need to get permission from another company -- so they did not get it,
5. did not need to get permission from another company -- but they did get it anyway,
6. did not need to get permission from another company -- but you have no idea if they got it,
7. or something else? → ASK Q.3b.
8. DON'T KNOW -----→ SKIP TO Q.4a

IF RESPONDENT GIVES TWO OR MORE ANSWERS, DO NOT CIRCLE ABOVE, BUT WRITE ALL THE NUMBERS HERE:

THEN ASK: Which one of these answers best describes what you think?
CIRCLE ANSWER ABOVE.

IF 1, 2, 3 OR 5 TO Q.3a, SKIP TO Q.3c.

IF 4, 6, OR 8 TO Q.3a, SKIP TO Q.4a.

IF 7, ASK Q.3b.

3b. What else do you have in mind? RECORD VERBATIM.

IN Q.3b, IF RESPONDENT SAID "NEEDED TO" OR "GOT PERMISSION," ASK Q.3c. OTHERWISE, SKIP TO Q.4a.

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- 3c. From whom did they (need to get / get) permission or authorization? PROBE ONCE WITH: Anyone else? RECORD EACH ANSWER TO Q.3c BELOW Q.3d IN SPACES PROVIDED.

ASK Q.3d. FOR EACH COMPANY NAMED IN Q.3c.

- 3d. What is it about the shirt that makes you think that, to put out the shirt you saw, the company (needed to get / got) permission or authorization from ____ (NAME IN Q.3c)? RECORD VERBATIM. PROBE TWICE WITH: Anything else?

Q.3c: NAME: _____

Q.3d: _____

Q.3c: NAME: _____

Q.3d: _____

Q.3c: NAME: _____

Q.3d: _____

Q.3c: NAME: _____

Q.3d: _____

IF "SEARS," "WAL-MART," "YOUNGBLOOD'S" OR "K-MART" MENTIONED
IN Q.3c, SKIP TO INSTRUCTION BEFORE Q.5a.

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- 4a. If anything, what does this shirt make you think of? RECORD
VERBATIM, LISTING EACH ANSWER ON A SEPARATE LINE.
PROBE TWICE WITH: Anything else?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

IF NO COMPANY OR STORE NAME(S) MENTIONED IN ANSWER TO Q.4a,
SKIP TO Q.4c.

IF "SEARS," "WAL-MART," "YOUNGBLOOD'S" OR "K-MART" MENTIONED
IN Q.4a, ASK Q.4b FOR EACH ONE MENTIONED IN Q.4b.

- 4b. What is it about the shirt that makes you think of _____
(COMPANY OR STORE NAME MENTIONED IN Q.4a)?
RECORD VERBATIM. PROBE TWICE WITH: Anything else?

4a: SEARS 4b: _____

4a: WAL-MART 4b: _____

4a: YOUNGBLOOD'S 4b: _____

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4a: K-MART 4b: _____

SKIP TO INSTRUCTION BEFORE Q.5a.

4c. Does this shirt make you think of any particular companies or stores?

- 1 YES
- 2 NO -----→ SKIP TO INSTRUCTION BEFORE Q.6.
- 3 DON'T KNOW → SKIP TO INSTRUCTION BEFORE Q.6.

4d. Which companies or stores does it make you think of? RECORD VERBATIM. ENTER EACH COMPANY OR STORE NAME ON A SEPARATE LINE. PROBE ONCE WITH: Any others?

- 1 _____
- 2 _____
- 3 _____
- 4 _____

IF "SEARS," "WAL-MART," "YOUNGBLOOD'S" OR "K-MART" MENTIONED IN Q.4d, ASK Q.4e, FOR EACH ONE MENTIONED IN Q.4d.

IF NONE MENTIONED IN Q.4d, SKIP TO INSTRUCTION BEFORE Q.6.

4e. What is it about the shirt that makes you think of _____ (NAME MENTIONED IN Q.4d)?
RECORD VERBATIM. PROBE TWICE WITH: Anything else?

4d: SEARS 4e: _____

4d: WAL-MART 4e: _____

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4d: YOUNGBLOOD'S 4e: _____

4d: K-MART 4e: _____

CIRCLE NUMBER NEXT TO NAME(S) OF EACH COMPANY OR STORE
MENTIONED IN Q.1a OR 2b OR 3c OR 4a OR 4d BELOW QUESTIONS 5a AND 5b.
THEN ASK Q.5a FOR EACH CIRCLED NAME.

5a. Does seeing this shirt make you ...

- 5 considerably less likely to shop at _____,
 4 somewhat less likely to shop at _____,
 3 neither more likely nor less likely,
 2 somewhat more likely to shop at _____,
 1 or considerably more likely to shop at _____?
 6 DON'T KNOW

COMPANY/STORE NAME(S) FROM Q. 1a/2b/3c/4a/4d	MORE LIKELY			LESS LIKELY		
	CONSID	SOMEWHAT	NEITHER	SOMEWHAT	CONSID	DK
1 SEARS	1	2	3	4	5	6
2 WAL-MART	1	2	3	4	5	6
3 YOUNGBLOOD'S	1	2	3	4	5	6
4 K-MART	1	2	3	4	5	6

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5b. Thinking about this shirt, does the fact that the shirt made you think of _____ (NAME MENTIONED IN Q. Q.1a OR 2b OR 3c OR 4a OR 4d) make it

- 1 **considerably more** likely you would buy this shirt,
- 2 **somewhat more** likely you would buy this shirt,
- 3 **neither** more likely nor less likely,
- 4 **somewhat less** likely you would buy this shirt,
- 5 or **considerably less** likely you would buy this shirt?
- 6 DON'T KNOW

COMPANY/STORE NAME(S) FROM Q. 1a/2b/3c/4a/4d	<u>MORE LIKELY</u>			<u>LESS LIKELY</u>		
	<u>CONSID</u>	<u>SOMEWHAT</u>	<u>NEITHER</u>	<u>SOMEWHAT</u>	<u>CONSID</u>	<u>DK</u>
1 SEARS	1	2	3	4	5	6
2 WAL-MART	1	2	3	4	5	6
3 YOUNGBLOOD'S	1	2	3	4	5	6
4 K-MART	1	2	3	4	5	6

COVER SHIRT #58, AND TAKE BACK CARD "S".

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6. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify I looked at a shirt, then was asked some questions about it.

RESPONDENT SIGNATURE

DATE

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME: _____

INTERVIEWER SIGNATURE

DATE

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

SUPERVISOR SIGNATURE

DATE

RESPONDENT INFORMATION BOX

(PRINT)

RESPONDENT'S FULL NAME: _____

ADDRESS: _____

CITY, STATE: _____

ZIP: _____

TELEPHONE #: (_____) _____